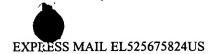# METHODS OF LEASING VIRTUAL ADDRESSES CORRESPONDING TO MEDIA CONTENT

Abstract of the Disclosure

5   Media content objects, such as audio MP3 files, are associated with identifiers. The identifiers can be assigned, or can be implicit (e.g., derived from other data in the content object, as by hashing). A user of the file can utilize the identifier to query a database and thereby obtain the URL of one or more internet resources associated with that content (e.g., web sites with fan info, concert schedules, opportunities to purchase

10   CDs, etc.). Some identifiers may not be associated with URLs in the database. A user who queries the database with such an identifier (e.g., which may be derived from an independently produced MP3) finds that there is not yet an associated URL. In this case, the user may be given the opportunity to lease this virtual address for a predetermined period, with the privilege of specifying a URL for that identifier. Subsequent users who

15   link from this particular MP3 file thereafter are directed to the URL specified by the first user. In some arrangements, the leasing privilege is awarded through a brief auction, triggered by the first user's discovery that the address is not used. Other users who query the database with that identifier during the period of the auction are permitted to bid. When the first lease period expires, the privilege can be re-auctioned. Proceeds from

20   such auctions can be shared, e.g., with the user who triggered the first action, or with the high bidder of a previous auction.

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